

EMERALD LAKERS BASKETBALL CLUB

Image Use and Social Media Policy

INTERIM POLICY

Status	Interim. Adopted as a transitional measure pending consent-based collection at registration.
Adopted by	Leadership Team, [date]
Effective from	On adoption
Consent captured via	Club membership register (Jotform), completed before PlayHQ registration
Register live by	Before registration opens for the 2026/27 season — CRITICAL DATE
Converts to consent-based	3 October 2026 (Round 1, 2026/27 season)
Review date	3 October 2026
Policy owner	Communications Manager
Authority	Resolution of the Leadership Team, under its general power to manage the affairs of the Club

1. Purpose

Emerald Lakers Basketball Club takes photographs and video at games, training, camps and club events. We publish some of these on our website, our Facebook page, our Instagram account, and in club materials, to celebrate our players, promote the Club and recognise our sponsors.

This policy explains how the Club uses those images, who may publish them, and how any family can tell us not to publish images of their child.

2. Application and authority

This policy applies to all members, parents, guardians, players, coaches, volunteers and Leadership Team members of the Club.

It is made by resolution of the Leadership Team under its general power to manage the affairs of the Club. Members are bound by the policies of the Club and by the policies of its governing bodies.

It sits beneath, and does not replace, the following:

- Basketball Victoria Social Media Policy and Code of Conduct (March 2022)
- Basketball Victoria Photography/Filming Policy
- Knox Basketball Social Media Policy (September 2022)
- Basketball Australia and Basketball Victoria Member Protection Policy

Where those policies are stricter than this one, they apply.

Note on the Club's current Rules

The Club's current Rules date from 1989 and are broadly drafted. They do not reserve policy-making to a general meeting, and the Leadership Team's general power to manage the affairs of the Club is sufficient authority to adopt this policy by resolution.

The draft Constitution currently under consultation expressly empowers the Committee to exercise all the powers of the Club, and expressly binds members to the policies of the Club and of its governing bodies. On adoption of the new Constitution, this policy should be re-confirmed under those rules.

3. The Club's interim position

The Club's current position

Until consent is collected at registration, the Club proceeds on the basis that images of members may be published unless a member, parent or guardian tells us otherwise.

This arrangement ends on 3 October 2026, the first round of the 2026/27 season. From that date the Club operates on consent collected at registration. See section 8.

This policy exists so that every family has a clear, simple and immediate way to object, and so that the Club knows which children must not be photographed or published.

4. How to tell us not to publish images of your child

You do not need to give a reason.

Email comms@emeraldakers.com.au with your child's name and team. That is all we need.

The Club will:

- Add your child to our do-not-publish list within 48 hours
- Check that list before publishing any image
- Remove any existing image of your child on request, within 48 hours
- Never ask you why

You may change your decision at any time, in either direction.

If you have a safety concern

If there is a family violence order, a contested custody matter, or any protective arrangement affecting your child, please tell us.

You do not need to explain the circumstances. Saying “please do not publish images of my child” is enough.

Basketball Victoria's photography policy specifically recognises these situations. We take them seriously, and we will act immediately.

5. Protections that apply to every child, always

These apply whether or not a family has objected:

- We never publish a child's surname alongside their image. First name only.
- We never publish identifying details with an image of a child — no school, no home suburb, no address, no training times.
- We do not tag children in posts.
- We never publish an image that could embarrass, distress or expose a child.
- We remove any image on request, within 48 hours, without asking why.

6. Who may publish

The Communications Manager is the Club's sole authorised publisher.

Only the Communications Manager publishes to the Club's official website and social media accounts. Any other official Club account must be authorised by the Leadership Team.

Members and volunteers may contribute photographs, video, written content and design work. They do not publish to Club accounts and are not given account access.

This is not a matter of preference. The authorised publisher is responsible for checking the do-not-publish list before every post, for tracking sponsor obligations, and for ensuring governance content is accurate. Those responsibilities cannot be shared informally.

7. Members, parents and spectators on their own accounts

Anyone posting about the Club on their personal accounts is bound by the Basketball Victoria and Knox Basketball social media policies. In particular:

- Basketball Victoria prohibits using videos or images of others without express prior permission.
- Knox Basketball requires that where photos or video include a minor, consent must be provided by a parent or legal guardian.
- Neither policy permits abusive, harassing, defamatory or offensive content, or the use of social media as a forum for disputes or grievances.

Photographing your own child at a game is normal and welcome. Publishing images of other people's children without their family's permission is not.

Breaches may be reported to the Club, to Knox Basketball, or to Basketball Victoria, and may result in disciplinary action under the Club Rules or the Member Protection Policy, up to and including suspension from BV-affiliated competition.

8. Commitment to move to consent-based collection

Transition commitment

The Club is establishing a register of membership. Every family will complete the Club's membership form before proceeding to PlayHQ registration.

Parent and guardian image consent will be captured within that form. Consent is therefore recorded by the Club directly, and held in the Club's own register — not inferred from a third-party registration platform.

This interim policy ceases to operate on 3 October 2026, the first round of the 2026/27 season. From that date, the Club publishes images of children only where consent has been recorded in the register.

This interim policy is a transitional measure. It is documented, time-limited, and adopted with that transition in mind.

9. Questions, objections and complaints

Contact: Vanessa Kewish, Communications Manager, comms@emeraldlanders.com.au

Club contacts

Role	Name	Email
President	Ben Kewish	president@emeraldlanders.com.au
Vice President	Wei Choong	vicepresident@emeraldlanders.com.au
Secretary	Alicia Thompson	secretary@emeraldlanders.com.au
Treasurer	Dean Prouse	treasurer@emeraldlanders.com.au
General	—	join@emeraldlanders.com.au

Club address: 2-4 Heroes Avenue, Emerald VIC 3782. PO Box 505. Incorporated Association No. A0019400C.

Note for the Leadership Team

Please read this before adopting the policy. It is written to be honest about what it is.

What this policy does

- It creates an objection channel where none currently exists. At present a family with a genuine safety concern has no stated way to reach the Club, because no process has been published. That is the most urgent gap, and this closes it.
- It establishes a single authorised publisher, which protects the Club and enables volunteers to contribute safely.
- It commits the Club to baseline protections — no surnames, no identifying details, removal on request — which cover most of the practical risk.
- It documents the Club's position, so the Club can demonstrate it acted deliberately and reasonably.

What this policy does not do

Please be clear-eyed about this

This policy does not meet Knox Basketball clause 6, which states that where photos or video include a minor, “consent must be provided by a parent or legal guardian.” Assumed consent is not provided consent.

It does not meet Basketball Victoria clause 3, which prohibits the use of images of others “without express prior permission.”

It is therefore an interim position, adopted knowingly, while the Club transitions to consent-based collection.

A club with a documented interim policy and a transition plan is in a materially better position than a club with no policy at all. A club that is simply assuming consent, with nothing written down — which is where Emerald Lakers stands today — has no defence, and no way of knowing which children it must protect.

The one thing this policy cannot fix: until consent is collected at registration, the Club still does not know which children have protective concerns. It knows only about the families who happen to read this policy and act on it. That is why the transition matters, and why it must not be allowed to drift.

Related matter — Rule 5(2)(i) of the draft Constitution

The draft Constitution gives the Club power to publish “for promotion of the Club with consent of its members.” That phrase is ambiguous. It can be read as requiring individual consent from

every member before publication — a reading that is consistent with BV clause 3 and Knox clause 6, and therefore not a strained one.

If adopted as drafted, publishing without individual consent would arguably breach the Club's own Rules, not merely association policy. The Leadership Team should consider tightening this clause during the current consultation, while it can still be amended without a special resolution.

Recommended resolution

For the minutes

That the Leadership Team adopt the Image Use and Social Media Policy as an interim measure, effective immediately;

That parent and guardian image consent be captured within the Club's register of membership, to be completed by all families before PlayHQ registration, and that the register be live before registration opens for the 2026/27 season;

That this interim policy cease to operate on 3 October 2026 (Round 1, 2026/27 season), from which date the Club operates on recorded consent;

That the Leadership Team seek written clarification from Knox Basketball as to whether the Basketball Victoria Photography Policy (opt-out) or Knox Social Media Policy clause 6 (parental consent) governs junior domestic clubs publishing images of players; and

That the ambiguity in Rule 5(2)(i) of the draft Constitution be referred to the Constitution consultation for amendment.

This policy has not been reviewed by a lawyer. Before adoption, the Leadership Team may wish to confirm the wording with Knox Basketball, whose own policy contains an unedited reference to “official SLS photo or video content” and would benefit from the same review.